

Ref. NS: SEC
1st October, 2023

National Stock Exchange of India Limited
"Exchange Plaza", 5th Floor,
Plot No. C/1, G Block
Bandra-Kurla Complex
Bandra (East), Mumbai 400051.

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai 400001.

Bourse de Luxembourg
Societe de la Bourse de Luxembourg
Societe Anonyme/R.C.B. 6222,
B.P. 165, L-2011 Luxembourg.

London Stock Exchange Plc
10 Paternoster Square
London EC4M 7LS.

Dear Sirs,

Sub: Two Press Releases issued by Mahindra & Mahindra Limited

Please find enclosed two Press Releases issued by Mahindra & Mahindra Limited.

Kindly take the same on record.

Please acknowledge receipt of the same.

Yours faithfully,
For MAHINDRA & MAHINDRA LIMITED

NARAYAN SHANKAR
COMPANY SECRETARY

Encl.: as above

Press Release

Mahindra Auto sells highest ever SUVs at 41,267 vehicles, a 20% growth, and overall, 75,604 vehicles in September 2023

Mumbai, October 01, 2023: Mahindra & Mahindra Ltd. (M&M Ltd.), one of India's leading automotive companies, today announced that its overall auto sales for the month of September 2023 stood at **75,604** vehicles, a growth of 17%, including exports.

In the Utility Vehicles segment, Mahindra recorded the highest sales for the third consecutive month. In September, the company sold **41,267** vehicles in the domestic market, and overall, **42,260** vehicles, including exports. The domestic sales for Commercial Vehicles stood at **23,997** units.

According to **Veejay Nakra, President, Automotive Division, M&M Ltd.**, "We are excited to achieve our highest ever sale of SUVs for the third consecutive month. This month we saw a growth of 20% with 41,267 vehicles. We also registered an overall growth of 17%. In September, we also crossed the 1 lakh unit mark for our Bolero Maxx Pick Up trucks, making it the fastest selling pick up in the country to reach that mark. While demand for our key SUV brands continue to be strong, we are keeping a close watch on the availability of semi-conductors and select components to meet the strong festive season demand".

Passenger Vehicles Sales Summary (Domestic) – September 2023

Passenger Vehicles Sales Summary (Domestic) – September 2023						
Category	September			YTD September		
	F24	F23	% Change	F24	F23	% Change
Utility Vehicles	41267	34262	20%	214904	167052	29%
Cars + Vans	0	246	-100%	10	1671	-99%
Passenger Vehicles	41267	34508	20%	214914	168723	27%

Commercial Vehicles and 3 Wheelers Sales Summary (Domestic) – September 2023						
Category	September			YTD September		
	F24	F23	% Change	F24	F23	% Change
LCV < 2T *	3941	4452	-11%	20629	21608	-5%
LCV 2 T – 3.5 T	18917	16413	15%	102728	97260	6%
LCV > 3.5T + MHCV	1139	801	42%	6403	4208	52%
3 Wheelers (including electric 3Ws) *	7921	5774	37%	39226	25580	53%

Exports – September 2023						
Category	September			YTD September		
	F24	F23	% Change	F24	F23	% Change
Total Exports *	2419	2538	-5%	14316	15756	-9%

* Includes sales made by subsidiary company Mahindra Last Mile Mobility Limited w.e.f. September 01, 2023

About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world’s largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality and real estate.

The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise/ For updates subscribe to <https://www.mahindra.com/newsroom>

Media contact information

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Automotive & Farm Equipment Sector
Mahindra & Mahindra Limited
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Press Release

Mahindra’s Farm Equipment Sector Sells 42,034 Units in India during September 2023

Mumbai, October 01, 2023: Mahindra & Mahindra Ltd.’s Farm Equipment Sector (FES), part of the Mahindra Group, today announced its tractor sales numbers for September 2023.

Domestic sales in September 2023 were at **42,034** units, as against **47,100** units during September 2022.

Total tractor sales (Domestic + Exports) during September 2023 were at **43,210** units, as against **48,713** units for the same period last year. Exports for the month stood at **1,176** units.

Commenting on the performance, **Hemant Sikka, President – Farm Equipment Sector, Mahindra & Mahindra Ltd.** said *“We have sold 42,034 tractors in the domestic market during September 2023. Smart recovery in Kharif sowing with more than 110 mn hectares and the start of festive fervour is expected to bring positive sentiments among the farmers. Normal rains in September have helped overall monsoon to achieve near normal levels and this will help in Rabi sowing, especially in Central, Northern and Western regions of the country. In the exports market, we have sold 1,176 tractors.”*

Farm Equipment Sector Summary						
	September			YTD September		
	F24	F23	% Change	F24	F23	% Change
Domestic	42034	47100	-11%	198724	202305	-2%
Exports	1176	1613	-27%	6346	9744	-35%
Total	43210	48713	-11%	205070	212049	-3%

*Exports include CKD

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Media contact information

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